CLAIMS

What is Claimed is:

1. A method of providing remote users with a centralized polling environment, comprising the steps of:

creating polls;

archiving said polls in a storage area;

searching said archived polls to provide a selected set of said polls;

placing one of said selected polls in a Web page;

delivering said Web page to permit user viewing and interaction with said one of selected polls; and

building a profile for one of said users based on said interaction.

- 2. The method according to Claim 1, wherein said creating step further comprises forming a question and a plurality of possible answer choices for each of said polls.
- 3. The method according to Claim 1, wherein said archiving step further comprises seeking and obtaining approval based on contents of each of said polls.
- 4. The method according to Claim 3, wherein said archiving step further comprises rating and indexing said contents according to predefined guidelines.
- 5. The method according to Claim 1, wherein said searching step further comprises searching for matching terms within poll content descriptors associated with respective ones of said archived polls.
- 6. The method according to Claim 5, wherein said searching step further comprises defining said matching terms according to a marketing campaign.
- 7. The method according to Claim 1, wherein said placing step further comprises embedding a reference link within said Web page.

20

5

10

10

5

- 8. The method according to Claim 7, wherein said placing step further comprises embedding said reference link written in JavaScript.
- 9. The method according to Claim 1, wherein said placing step further comprises positioning said one of said selected polls in a predefined area on said Web page.
- 10. The method according to Claim 1, wherein said delivering step further comprises refreshing said Web page and providing results of said one of selected polls within said Web page.
- 11. The method according to Claim 1, wherein said building step further comprises embedding a tag on a user computer.
- 12. The method according to Claim 11, wherein said building step further comprises embedding a tag comprising a cookie.
- 13. The method according to Claim 11, wherein said building step further comprises keeping a record of said interaction.
- 14. The method according to Claim 13, wherein said building step further comprises archiving said record in a second storage area.

25

5

10

15. A computer-implemented system for delivering information to users, comprising:

an application server connected to a network, said application server coupled to a database comprising an archive of polls, said application server being responsive to requests from a user computer of said network for particular polls from said database;

a Web host connected to said network and comprising a Web server and a second database, said Web server being responsive to request messages from a user computer for a particular Web page to thereby deliver said particular Web page selected from said second database to said user computer, said particular Web page containing a reference link to polls archived said first database; and

an administrative processor coupled to said application server, said administrator processor executing instructions to provide the functions of:

creating new polls;

archiving said new polls in said first database;

searching said archived polls based on predefined search criteria to provide a selected set of said polls;

placing one of said selected polls in a Web page;

delivering said Web page to permit user viewing and interaction with said one of selected polls; and

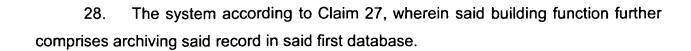
building a profile for one of said users based on said interaction.

- 16. The system according to Claim 15, wherein said creating function further comprises forming a question and a plurality of possible answer choices for each of said new polls.
- 17. The system according to Claim 15, wherein said archiving function further comprises seeking and obtaining approval based on contents of each of said new polls.

20

5

- 18. The system according to Claim 17, wherein said archiving function further comprises rating and indexing said contents according to predefined guidelines.
- 19. The system according to Claim 15, wherein said searching function further comprises searching for matching terms within poll content descriptors associated with respective ones of said archived polls.
- 20. The system according to Claim 19, wherein said searching function further comprises defining said matching terms according to a marketing campaign.
- 21. The system according to Claim 15, wherein said placing function further comprises embedding a new reference link within said Web page.
- 22. The system according to Claim 21, wherein said placing function further comprises embedding said new reference link written in JavaScript.
- 23. The system according to Claim 15, wherein said placing function further comprises positioning said one of said selected polls in a predefined area on said Web page.
- 24. The system according to Claim 15, wherein said delivering function further comprises refreshing said Web page and providing results of said one of selected polls within said Web page.
- 25. The system according to Claim 15, wherein said building function further comprises embedding a tag on said user computer.
- 26. The system according to Claim 25, wherein said building function further comprises embedding a tag comprising a cookie.
- 27. The system according to Claim 25, wherein said building function further comprises keeping a record of said interaction.



LA2:528751.5 - 31 -